



EmployeeUPDATE

Our Mission: To serve the people of North Carolina by enabling individuals, families and communities to be healthy and secure, and to achieve social and economic well-being.

A monthly publication for employees of the North Carolina Department of Health and Human Services

Ann B. Johnson honored for a lifetime of dedication and service

The Division of Aging and Adult Services (DAAS) recently honored long-time aging advocate Ann B. Johnson with a portrait, to be on permanent display in the division office, and a reception with many of her friends and colleagues.

For more than 40 years Johnson has been a vigilant and effective advocate for aging issues across the country and in North Carolina.

"It's a great honor to be recognized for activities that I have thoroughly enjoyed participating in over the years," Johnson told the gathering. "I look forward to continuing with these efforts."

In comments that preceded the presentation, she was lauded for her steadfast dedication, her clarity of purpose and her unwavering commitment to improving services for and the status of the elderly.

"As North Carolina grows older, all of us owe a debt of gratitude to Ann for what she has accomplished. North Carolina, and the country, are better places for seniors today thanks to her work during the past 40-plus years," said Jackie Sheppard, DHHS assistant secretary for long-term care and human services.



Karen Gottovi and Ann B. Johnson unveil portrait

"Ann was a mentor to me as I found my way around the Aging Network when I first came to my job," said Karen Gottovi, director of the DAAS. "I greatly appreciate her willingness to give of her time and share her expertise in helping me along the way."

Johnson began her career in Florida where she worked for the Dade County Welfare Planning Council. While

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Letter from the Secretary

Zero tolerance for substance abuse is DHHS policy

Dear DHHS Employee,

The people of North Carolina have vested a great responsibility in the Department of Health and Human Services. Part of that responsibility is ensuring that we always behave in an exemplary manner. When you are in the workplace you are an ambassador for DHHS and everything you do must reflect positively on this organization and its principles.

I want to remind each of you that means that certain conduct is absolutely not allowed in the workplace. In particular, we have a zero tolerance policy for substance abuse. Any DHHS employee caught using alcohol or illegal substances in the workplace will be fired immediately. We simply cannot tolerate this kind of behavior. The taxpayers of this state depend on us to provide invaluable services to some of North Carolina's

most fragile people. We cannot allow delivery of those services to be impeded by any worker who is abusing alcohol or other substances.



If you suspect that one of your coworkers is using alcohol or illegal substances at work, please talk to your supervisor about the situation. If you have a problem with alcohol or substance abuse, then please seek help. Talk with your supervisor or human resources representative about how you can get assistance. We will support you in your efforts to beat these problems, but we absolutely cannot allow those problems to spill over into the workplace.

Sincerely,

A handwritten signature in blue ink that reads "Carmen Hooker Odum". The signature is fluid and cursive.



Jalil Isa

¡Salud y Saludos!

Getting the word out on safety is sometimes a challenge

It's been a tough couple of months for emergency workers in North Carolina. They've had their hands full with what seems – or at times actually was – one storm after another. Since Aug. 1, hurricanes Alex, Charley, Frances, Ivan and Jeanne, as well as tropical storms Bonnie and Gaston, have all made an impact on North Carolina. The state got dealt a double-dose of storm action after both Bonnie and Charley struck Aug. 13 and 14. Bonnie spawned killer tornadoes that claimed three lives. Frances then wreaked havoc in the western part of the state; that storm was followed one week later by Ivan, which impacted virtually the exact same area and left 10 people dead (as of the time of this writing).

Back here in Raleigh, I was confident of the work that emergency management authorities were doing in getting the word out on precautions the public should heed to try to remain safe. But I was uneasy about our ability to warn Spanish speakers in the mountains. Unlike many other more urbanized areas around the state, Western North Carolina has little Spanish-language media available to emergency workers. Instead, there are primarily just a handful of Spanish-language publications and organizations that work with our state's Latinos in that area.

Needless to say, that placed us squarely in a challenging spot as we tried to communicate 'breaking news' to a segment of the community that has little if any access to readily available channels of communication. In the recent past, we've had great success by using the ever-

growing and farther-and-farther-reaching Spanish language media – either by way of radio or even television. In this case, however, local resources were scant.

To add to the challenge, I am not familiar with the Latino community in a region of the state that is hours away and that, in many cases, I have not visited. Instead, I was fortunate to have links with individuals who were knowledgeable about the Hispanic community of the affected area, and who could in turn help disseminate vital information on emergency preparations.

That is exactly what we did from our central location in the state's capital. In addition, WLOS, a local English-language television station in Asheville, made room in its lineup to also include some Spanish information. One of the local AM radio stations allowed me to record a Spanish public service announcement that was broadcast over the airwaves in Buncombe County and the surrounding area. This was especially important since there was a good chance many Hispanics might not be familiar with the dangers of attempting to navigate flooded roadways.

This could naturally be the case if they're coming from a place where they've never had to, or had the opportunity to, drive their own car. Furthermore, there could also be people unfamiliar with the phenomenon of flash floods, a concept with which I am personally still becoming acquainted.

But the greatest help came from the invaluable collaboration of individuals in the community who printed flyers with some of the information we were providing them and distributed them by hand, when necessary. It was this kind of community cooperation which helped get the word out on what dangers to avoid and what local shelters were opened.

The Governor's bilingual hotline also was operational during the entire ordeal. Volunteers helped staff this important phone line that helped people find out the latest on where to go and where not to. In the future, we hope to be able to have more resources available to us in all corners of the state as we make it our goal to keep everyone in North Carolina safe.

Johnson, continued from page 1



Ann B. Johnson

there, she started the first senior center in public housing in Florida.

She moved to North Carolina in 1960 and in 1967 began a 23-year career as executive director of the Durham Coordinating Council for Senior Citizens. While in this position, she was a leader in the aging

provider network in the state as well as on the national scene. She was a member of the state committee which developed the first adult day care standards. She started the first senior center in public housing in North Carolina in 1968, and the first adult day care program in the southeastern part of the United States in 1973.

Johnson served for eight years on the board of directors of the National Council on Aging (NCOA). Standards for senior centers were produced during her tenure as chair of NCOA's National Institute of Senior Centers and she served on the NCOA committee which recommended the creation of the National Institute of Health Promotion.

In 1997 she was the recipient of the prestigious Geneva Mathiasen Award, which is given annually to honor an individual for major contributions to NCOA and its programs. In 1998 she was presented with a Founders Award by the National Institute of Senior Centers.

Johnson has served on the Governor's Advisory Council on Aging under four governors. She currently serves as chair of the council – a position she has held since 1997. She has been a state delegate to three White House

Conferences on Aging (1971, 1981, and 1995) where major federal legislation related to older adults has been initiated. In the 1980s, she co-authored a textbook for college undergraduates titled *Serving Older Adults*.

Following her retirement in 1990, Johnson has devoted her time and energies to being a full-time unpaid advocate for aging issues. She has served as president of the N.C. Coalition on Aging, the N.C. Senior Citizens Association, and Friends of the Chapel Hill Senior Center. For more than 10 years she has been the Orange County delegate to the Senior Tar Heel Legislature (STHL). She chairs the STHL's Long Term Care Committee and sits on the executive committee.

Recently, she served on the Master Aging Plan Committee for Orange County. Currently she is vice-president of the North Carolina Coalition on Aging, a member of the Design Committee for the Chapel Hill Senior Center, on the Advisory Committee of the Duke Long Term Care Resources Program, a member of the Statewide Advisory Committee for the UNC Institute on Aging, and an active member of the Chapel Hill Kiwanis Club. She has served or is currently serving on numerous state-level advisory committees including those related to home and community care for older adults, health planning, and consumer-directed care.

In 1990 the Division of Aging and Adult Services presented Johnson with the first George L. Maddox Award, which is given annually to recognize an individual or organization in the state that has excelled in developing and implementing creative programs for older adults.

The Division also named the Institute for Senior Center Management in Johnson's honor in 2001. The Ann Johnson Institute for Senior Center Management graduated its first class in March 2004. ■

Gov. Easley Proclaims October as Energy Awareness Month!

Gov. Mike Easley has proclaimed October as Energy Awareness Month in North Carolina.

Energy Awareness Month is a national awareness campaign promoted through the U.S. Department of Energy. This year's theme, "*Smart Energy Choices,*" highlights practices that support our economy, protect our environment, and increase energy independence.

Do your part to help conserve North Carolina's natural resources and dollars by being energy smart and energy efficient. Start a car pool this month, replace your home and office incandescent light bulbs with compact fluorescents and test your home's energy efficiency by completing an online home energy audit at: <http://www.homeenergysaver.lbl.gov>.

And support renewable energy efforts in North Carolina by making a \$4 monthly contribution to NC GreenPower through your electric utility. The NC GreenPower program ensures your choice in electric generation through wind, solar and biomass power. All contributions are tax deductible. Participation information is available at <http://www.ncgreenpower.org> or 866-533-NCGP.

Visit the Web site at the State Energy Office <http://www.energync.net>, or telephone 800-662-7131 for more energy and money saving tips for your home. If you are a state employee, contact your agency's Energy Liaison to find out how you can work with others to reduce energy and water use during the workday. State government agencies have saved more than \$1 million in utility rate and billing changes alone.

Begin with the quiz below side to test your "energy quotient"!



What's Your EQ?

1. It's better to turn off my lights every time I leave my office than to turn them off at the end of the day. TRUE/ FALSE
2. It takes more energy to set my thermostat lower at night in the winter than it does to keep it at the same temperature all day and night. TRUE/ FALSE
3. Fluorescent lights consume (CIRCLE ONE) 1/10, 1/4, 1/2 the energy of a regular incandescent light bulb, and last (CIRCLE ONE) 2 times, 10 times, 15 times as long.

Answers:

1. **TRUE!** When the cost of electricity is greater than 3 cents per kilowatt hour, it's better to turn off the lights whenever you leave your office, or space. State government averages 6.5 cents per kilowatt-hour, and households pay about 8 cents. **2. FALSE!** You want to "set-back" your thermostat temperatures when you're asleep, or not at home during the day. Normal daytime thermostat settings for energy savings are recommended to be 70°F in the winter, and 76°F in the summer.
3. Compact fluorescent lights consume 1/4 the energy of a regular incandescent light bulb.
4. Fluorescent bulbs last 10 times as long as incandescent bulbs.

So in October and every month, be energy smart by being energy aware!

State's Child Support Enforcement praised for innovative practice



Barry Miller, chief of the N.C. Child Support Enforcement Office, receives award from Heather Sheer, acting NCSEA director.

In a two-month span, the N.C. Child Support Enforcement Office received two major awards from two separate agencies. Both awards recognize creativity and customer service.

The National Child Support Enforcement Association (NCSEA) rated the program as the "most outstanding" program in the nation. And the U.S. Office of Child Support Enforcement (CSE) recognized North Carolina for creative means in improving child support collections.

Each year NCSEA issues its coveted Excellence Awards. The organization is the nonprofit membership association representing professionals and organizations within the child support community in the United States and abroad. North Carolina's focus on customer service tipped the scales in its favor, particularly the electronic Child (e-Child) Support Web site, www.ncchildsupport.com, direct deposit, credit card payment options, the customer service center, and electronic options for employers to submit wage withholdings.

"North Carolina really stands out as a dynamic, creative and family-focused organization working hard to get children the money they are owed," said Alisha Griffin, NCSEA president, at a national conference in Palm Springs, Calif., this August. "It's a program that's made great strides in the last several years, and NCSEA is proud to recognize them."

This is the first year that the Commissioner's Award for Promoting Prevention and Early Intervention Best Practices was presented by the federal CSE. The reason for the award is North Carolina's dedication to proactive and creative methods.

"North Carolina is a leader in ensuring clients receive support before, not after, problems arise," said Sherri Z. Heller, commissioner of the federal office, at a recognition ceremony in Washington, D.C., Sept. 21.

In addition to new payment features on the e-Child Support Web site www.ncchildsupport.com, the state has implemented an automatic telephone reminder system to alert non-custodial parents of appointments, court dates, and first child support payment due dates. These "early interventions" have been shown to reduce missed appointments by up to 50 percent and decrease payment delinquency.

"The success of each of these projects represents the results of exciting teamwork by the central office and the local offices," said Barry Miller, chief of the N.C. Child Support Enforcement Office. "This award is shared by the hundreds who work on behalf of children across the state."



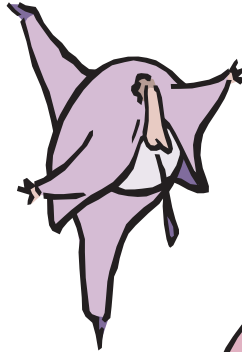
Sherri Z. Heller



Ten ways to fit fitness into every day

1. Put on some comfortable shoes

Feet were made for walking. With comfortable shoes on yours, you'll be ready to fit more walking into your life: at least 30 minutes a day, at least 10 minutes at a time.



2. Put on a pedometer

These tiny step-counters are rapidly becoming today's most important piece of fitness equipment. While there is no "magic" number of steps, 10,000 per day is a great goal.



3. Put on some music

Hate to exercise? How about dancing? Your favorite tunes – softly on headphones or loudly in the living room – can help anyone pick up the pace and enjoy moving more.

4. Use your legs – instead of the telephone

Need to talk with a co-worker down the hall or a neighbor across the street? Hang up the phone and take a short walk to have your talk. Remember, every step counts!

5. Use your legs – instead of the elevator

Need to go upstairs or downstairs? Forget the crowded elevator or the slow escalator! The stairs are an easy (and free!) way to build beautiful, strong leg muscles.

6. Use your legs – instead of the car

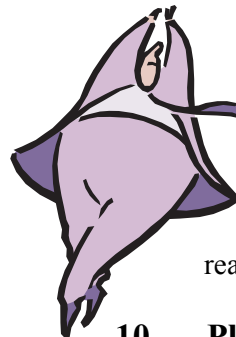
For short errands, walking can be as fast (or even faster) than driving, waiting and parking. Plan to park in one place and walk to several different stores.

7. Fidget more

The experts say it's true – fidgeting burns calories. Forget about sitting still at your desk – wiggle, squirm, stand up, sit down, move around as much as you can.

8. Lift more

One easy way to pump up arm muscles is to keep a set of weights (5 to 10 pounds) at your desk, near the TV or under the couch. Lift while you talk, watch or read.



9. Stretch more

A few good stretches can help relax your body and your mind. You can stretch while working at a computer, watching TV or even driving a car. Just reach out and stretch.

10. Play more.

Bounce a ball, fly a kite, swing on a swing, chase a child. There is no end to the fun when you play at getting fit. Need some playful ideas? Just ask Just ask your favorite kid!!!



National Nutrition Month® 2003

Adapted by the NC NET Program from Eat Right Montana materials

Conference hears advantages of N.C. public health marketing

Mike Newton-Ward, social marketing consultant in the Division of Public Health, presented at the international Social Marketing Advances in Research and Theory (SMART) Conference, held in Kananakis, Alberta, Canada in mid-September.

Newton-Ward spoke on the division's efforts to use social marketing to more effectively get public health messages across to North Carolinians.

The division is also nationally recognized as a leader among state public health programs in its efforts to use social marketing to plan, implement and evaluate public health interventions. The goal is to help people become healthier by getting them to act differently.

Commercial marketing research methods and processes are used by social marketing to solve health, environmental and human service problems. Both commercial marketing and health and human service programs focus on behaviors. While the goal of commercial marketing is to get consumers to buy one brand over another, public health social marketing supports behavior changes at the individual and policy level that result in improved quality of life for individuals and society – such as eating five servings of fruits and vegetables a day, recycling drink containers, or promoting organ donation.

Social marketing is more effective than advertising because it tailors its approach to people's needs. It develops products and services that make it easier for people to perform the desired behavior. It seeks ways to

lower the barriers people associate with a behavior, and increase the benefits in terms that are meaningful to them. It looks for ways to locate services at places or times that people are likely to be thinking about the problem or issues. Finally, it presents information in a way that is memorable for the desired audiences, stands out from competing messages, respects culture and is offered in a place and at a time they will notice.

A variety of organizations use social marketing, including the Centers for Disease Control and

Prevention, AARP and the American Red Cross.

The Division of Public Health has been involved in social marketing for eight years, aided in part by a Turning Point grant from the Robert Wood Johnson Foundation. The division's "Social Marketing Matrix Team," made up of staff from various program areas that are using social marketing, helps other public health programs understand and use social marketing. The division also participates with five other states in the Social Marketing National Excellence Collaborative, which has developed resources such as publications, trainings, and an interactive, CDROM-based tool: *CDCynergy-Social Marketing Edition*, for planning, implementing and evaluating social marketing interventions. Training is available for individuals interested in using *CDCynergy-Social Marketing Edition*.

For more information on social marketing, contact Mike Newton-Ward at Mike.Newton-Ward@ncmail.net.



Mike Newton Ward

Flu vaccine will be prioritized during this flu season; State Health Director urges some people not to be vaccinated

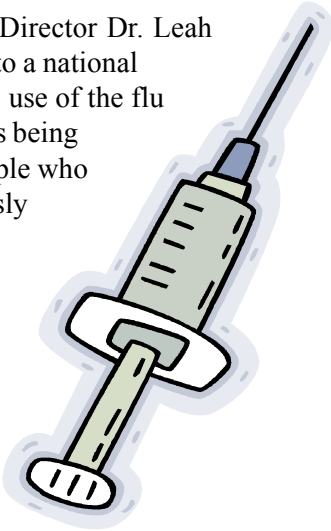
RALEIGH – State Health Director Dr. Leah Devlin today said that due to a national shortage of the flu vaccine, use of the flu vaccine in North Carolina is being targeted only for those people who are most likely to be seriously affected by the flu.

“The number of doses of flu vaccine available nationally has been cut in half, which means we will have to prioritize who gets vaccine in North Carolina as well,” said Dr. Devlin. “The people who are most likely to be seriously affected by the flu should get the vaccine.”

“People need to bear in mind that for the vast majority of folks, the flu is just an inconvenience,” she added. There will be vaccine available for the groups who are likely to be seriously affected by the flu.”

Today the CDC recommended that the following people get the flu vaccine:

- ◆ Children 6 to 23 months
- ◆ Seniors over 65
- ◆ Women who expect to be pregnant during the flu season



- ◆ People aged 2 to 64 with underlying medical conditions, like asthma, that may make them more susceptible to flu complications
- ◆ Children aged 2 to 18 who are on chronic aspirin therapy
- ◆ People living in long-term care facilities
- ◆ Health care workers who provide direct care to patients
- ◆ Out-of-home caregivers of children younger than 6 months

For the first time in its history, the CDC is recommending that people outside of those risk groups **not** get the vaccine.

“If you aren’t in one of those groups, then unfortunately you need to forego the vaccine,” said Dr. Devlin. “We’ve got to get the limited amount of vaccine to the people who need it the most. We will work with the public, county health departments, the medical community and the long-term care industry to make sure that the remaining vaccine is used for those most likely to be seriously affected by the flu.”

The flu vaccine shortage just came to light today when United Kingdom pharmaceutical company, Chiron, announced that it would not be shipping the 46-48 million doses that it had planned to ship. Chiron’s license was suspended by U.K. authorities. An investigation of that situation is being conducted at the federal level. ■

DHHS Schools make expected growth in 2003-2004

All three DHHS schools – the Eastern North Carolina School for the Deaf in Wilson, the North Carolina School for the Deaf in Morganton, and the Governor Morehead School for the Blind – made Expected Growth for the 2003-2004 school year.

“I am very pleased with our continued progress,” said Cyndie Bennett, superintendent of the Office of Education Services. “Our schools serve a 100 percent special needs population, and the ABC requirements are the same for all students in North Carolina. It has taken a tremendous amount of effort on the part of our teachers, staff, and students to reach this level of accomplishment.”

To determine growth, the ABC model uses end-of-grade test scores from grades 3-8 in reading, math and computer skills (8th grade only) and prediction formulas for End of Course (EOC) tests. The ABC model also measures Adequate Yearly Progress (AYP) under federal requirements.

NCSD

- ▲ The North Carolina School for the Deaf (NCSD) showed growth in all grades, 3-12. The average EOC scores were above Expected Growth in four out of five EOC subjects.
- ▲ NCSD met its 13 target goals for AYP. Six of the goals were met by testing more than 95 percent of the students in reading and math in the three subgroups. The state’s Annual Measurable Objective (AMO) for grades 3-8 was 68.9 percent in reading and 74.6 percent in math. Due to the Safe Harbor Provision, the school met the AMO in grades 3-8 for reading and math. Their attendance goal was met at 95.2 percent attendance rate.

ENCSD

- ▲ ENCSD showed growth across the board in grades 3-8, and the average EOC scores were above expected growth. Over the last four years, ENCSD has increased the number of students at or above proficiency.
- ▲ ENCSD met 10 of the 13 targets for AYP. Six of the targets were met by testing at least 95 percent of the students in reading and math in the three subgroups. North Carolina’s 2004 AMO for grades 3-8 is 68.9 percent in reading and 74.6 percent in math. The school did not meet the AMO in reading this year; however, due to the Safe Harbor Provision, they did meet it for math.

GMS

- ▲ GMS showed growth for all grades 3-8. The average reading scores were above Expected Growth.
- ▲ There were fewer than 40 students in the measured sub-groups, therefore, GMS did not have sufficient data to determine AYP. ■

all Over NEWS CLIPS

News clips will keep you informed

Feel like you don't always know the latest news about DHHS? Or maybe you don't feel that you are up-to-date on issues and stories that may relate to your job.

DHHS Public Affairs assembles clips from more than 100 newspapers, journals, magazines and television Web sites daily to keep you abreast of the latest news being reported about us.

This daily offering is available to you at www.dhhs.state.nc.us/clips/. Clips are updated workdays between 10 a.m. and 11 a.m. So don't curse the darkness, light a candle! Add www.dhhs.state.nc.us/clips/ to your favorite links and get in the habit of knowing the latest news about DHHS.

Adoption Profile

Introducing Sierra...

This vivacious and outgoing young woman hopes to become a psychologist or have some type of profession that involves helping others. Her experience working in the mission station providing food to homeless people and assisting in the battered women's shelter has made a big impact on her. Sierra has a great sense of humor and is easy to joke and laugh with. She generally gets along well with everyone and is very good with younger children.

Sierra is enrolled in a vocational track at school where she attends classes in the morning and works in the afternoon. She is a very bright girl who could excel academically if she were more positively motivated. Counseling is helping Sierra address her feelings and express them in a more appropriate and acceptable manner. She needs to remember to be respectful to figures in positions of authority, although she has learned to acknowledge when she is out of line.



Sierra
b. Aug. 14, 1988

A Family for Sierra...

Sierra is very close to her younger brother and his safety and well-being are very important to her. An adoptive family for this young woman will need to be open to her ongoing contact with him, as well as some occasional contact with other birth family members. Sierra needs a family who will understand her potential to fabricate occasionally and work with her on accepting what is real and now. (NC #012-2149)

For more information on this child or adoption and foster care in general, call NC Kids Adoption and Foster Care Network toll - free at 1-877-NCKIDS-1 (1-877-625-4371).